



MARKET  
& OPINION  
RESEARCH  
SERVICES



# City of Kirkland Telephone Survey March 2015

# Methodology

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- ▶ Telephone Survey of 400 registered voters in the City of Kirkland
- ▶ February 26th– March 3rd, 2015
- ▶ Margin of Error  $\pm 4.9$  percentage points
- ▶ Weighted to reflect Key demographics in the city of Kirkland

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

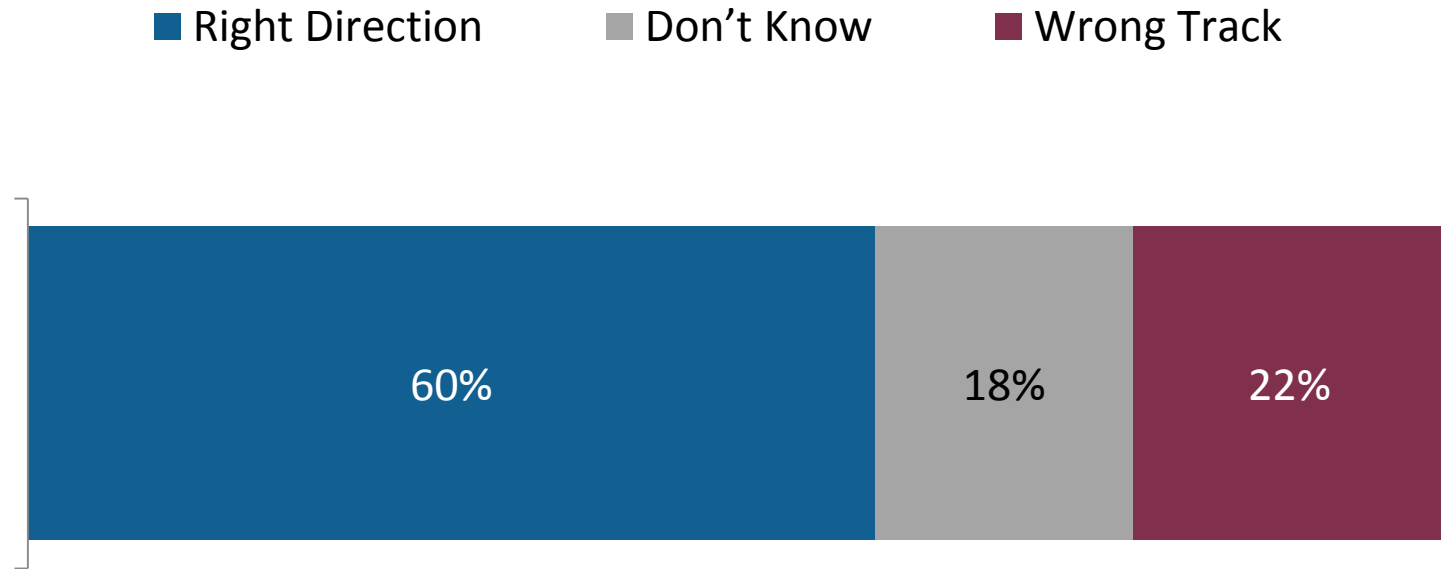
# Key Findings

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- ▶ *Voters are optimistic about the direction of Kirkland.*
- ▶ *Voters continue to give high ratings for the overall quality of the parks and recreation system in Kirkland but are softer in their ratings for the job Kirkland City government does overall and the job Kirkland does spending tax dollars responsibly.*
- ▶ *There is strong support for the City of Kirkland developing plans for a new Aquatic Recreation and Community Center, however, support declines significantly when respondents are told the potential cost of a bond.*
- ▶ *Private properties near Totem Lake Mall received the plurality of preference when ranked against Juanita Beach Park, North Kirkland Community Center and the Cross Kirkland Corridor. Only Totem Lake Mall reaches majority support.*
- ▶ *Voters are divided initially on support for Juanita Beach Park as an ARC site and opposition increases as concerns of traffic and potential loss of open space and trees are introduced.*
- ▶ *Though initially there is some preference for siting the ARC on private property near Totem Lake Mall, after hearing of the additional costs of purchasing and building on private property, over half (51%) say the City should build an ARC on City owned property at Juanita Beach Park or North Kirkland Community Center.*

# City of Kirkland Direction

*Voters are feeling optimistic.*

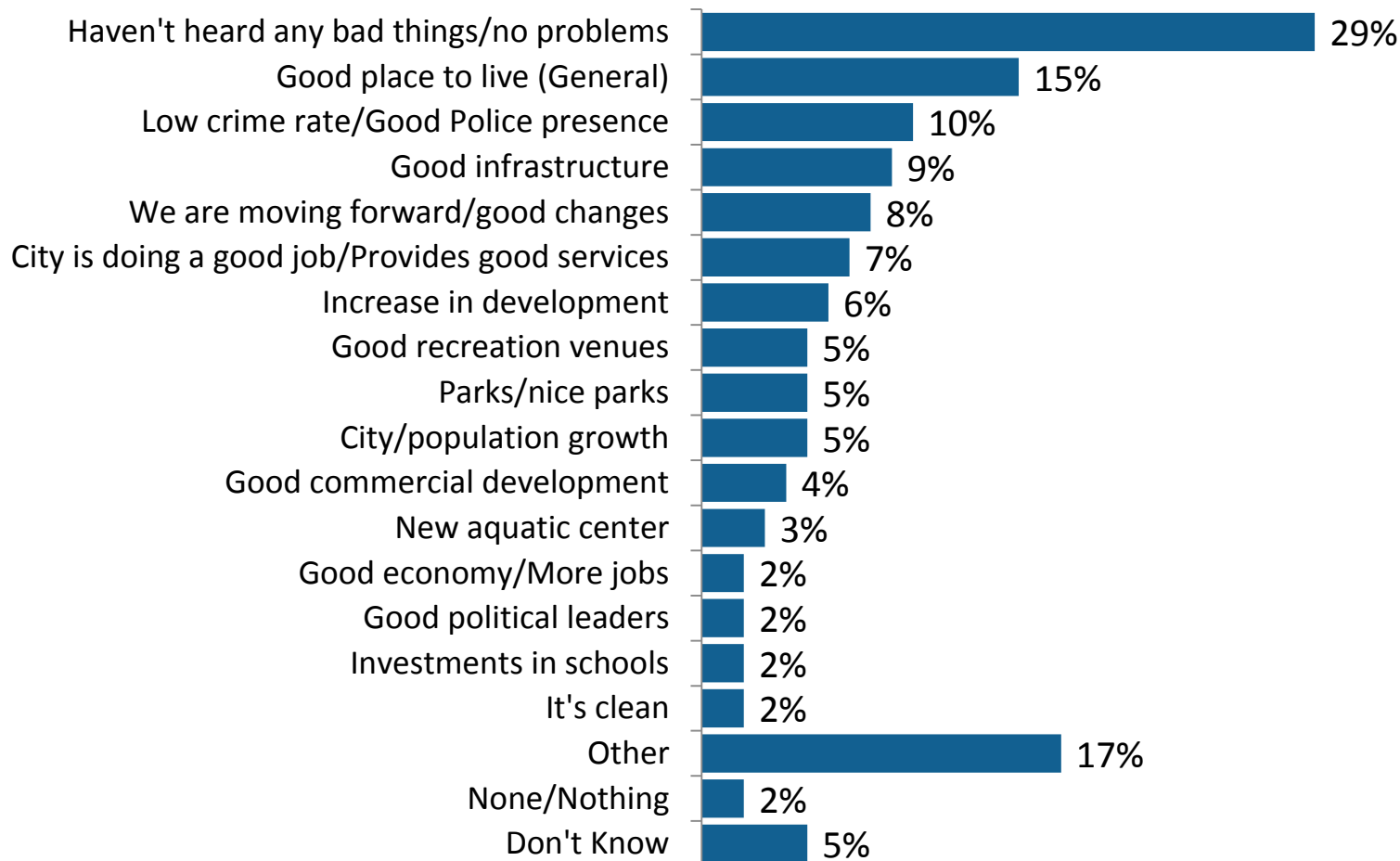


Q2: Would you say things in the City of Kirkland are going in the right direction or are they pretty seriously off on the wrong track?

# Open End: Right Direction

*No problems, good place to live, low crime rate are the top mentions of those who say Kirkland is moving in the right direction.*

**[Among respondents who answered “right direction” in Q2, n=233]**

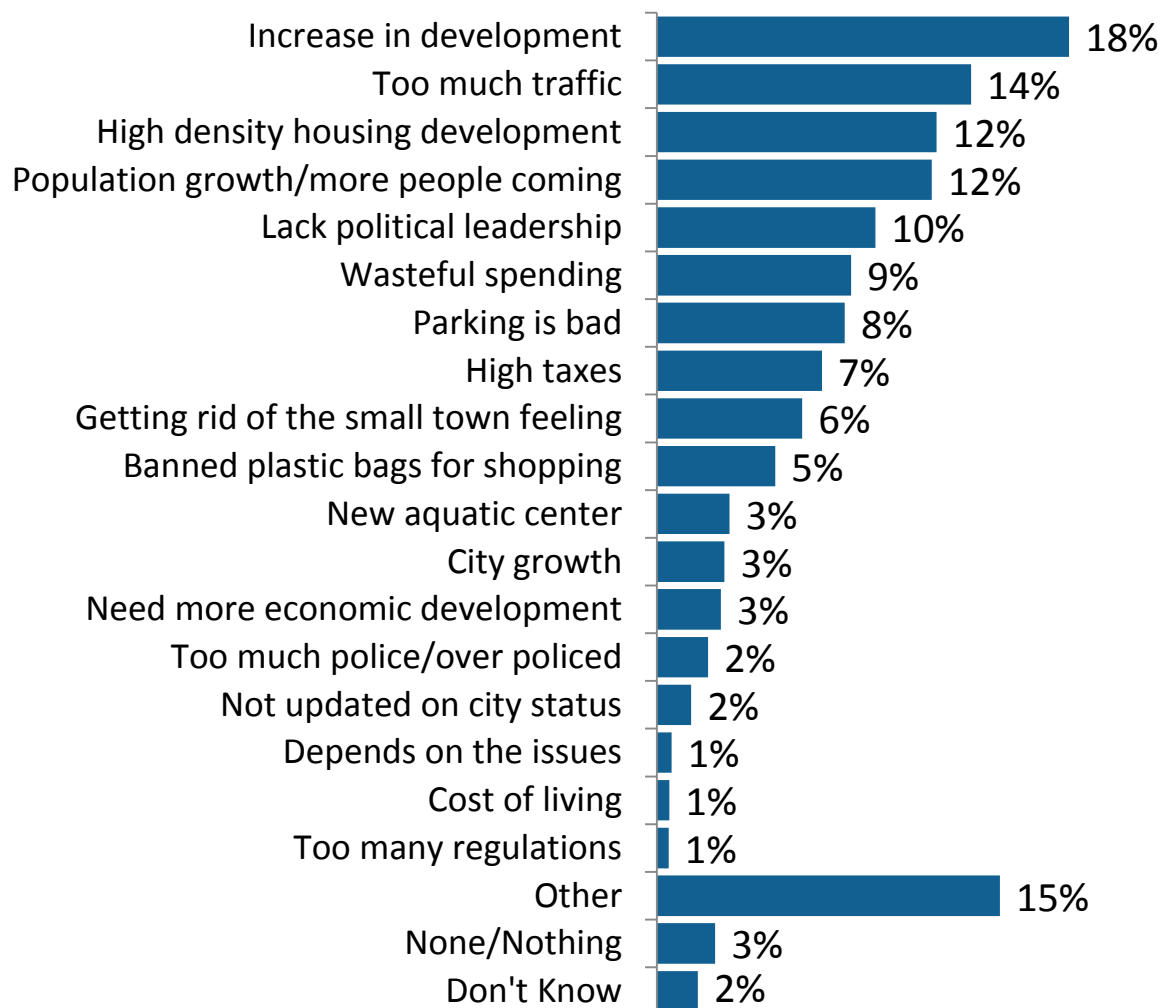




# Open End: Wrong Track

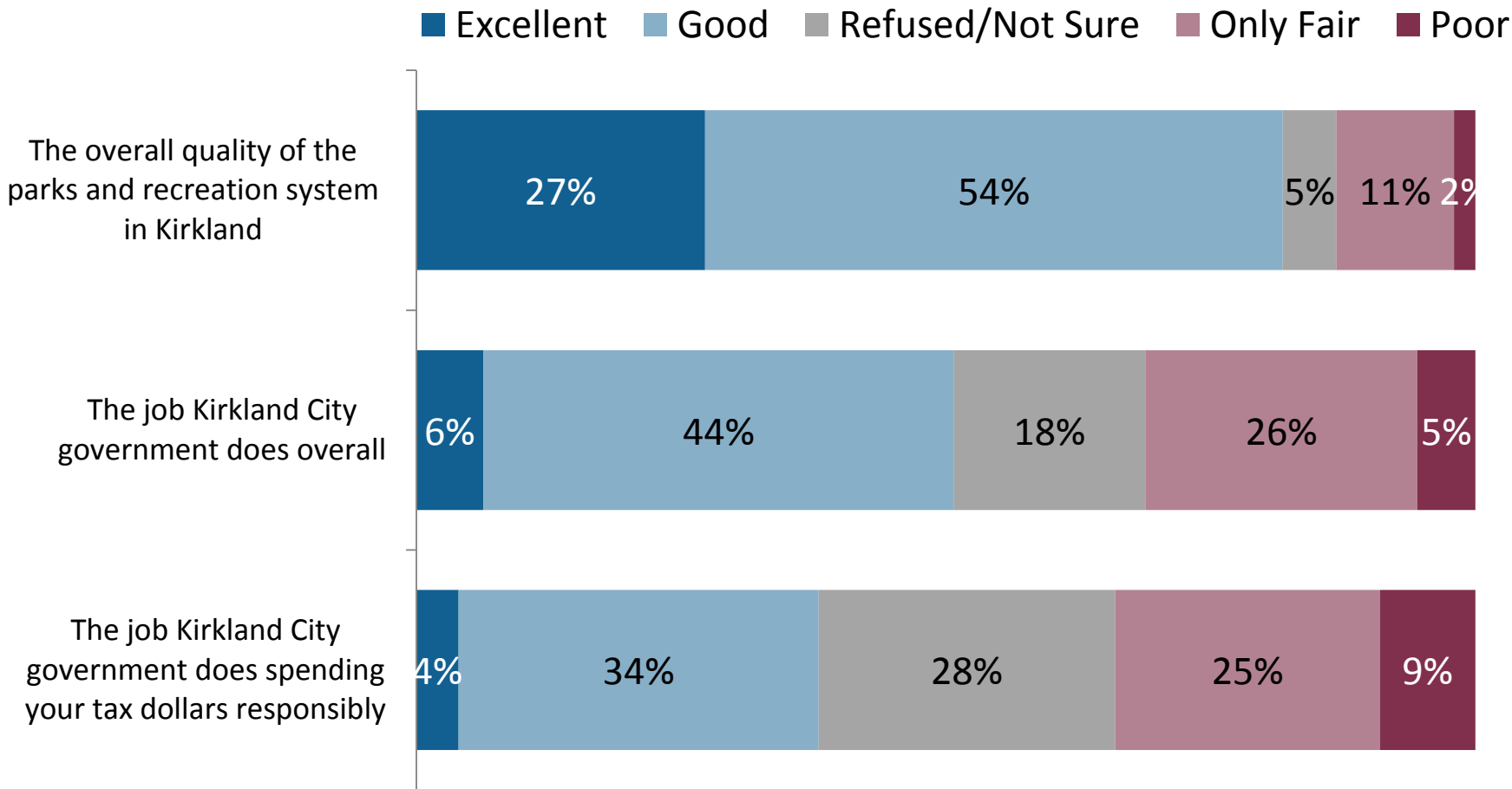
*Increase in development, too much traffic, high density housing development and population growth are the top mentions of those who say Kirkland is on the wrong track.*

**[Among respondents who answered “wrong track” in Q2, n=97]**



# City of Kirkland Ratings

*81% rate Kirkland's parks and rec system as Excellent or Good; while attitudes toward the city's overall job performance are positive, they are softer*



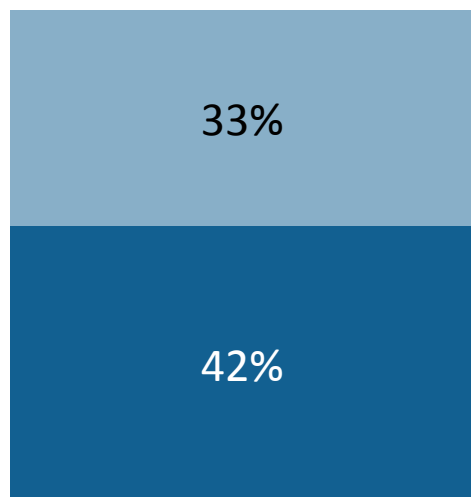
Q4-Q6: I'd like you to tell me how you think the City of Kirkland is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

# City Developing Plans for Aquatic Center

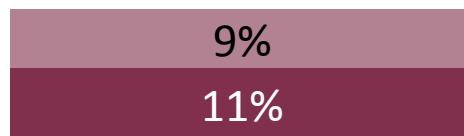
*Three-quarters (75%) say they support the City developing plans for a new aquatic center in Kirkland*

As you may know, the Lake Washington School District may need to close the indoor pool at Juanita High School as soon as 2017. This is the only publically available indoor pool in Kirkland and supports the activities of a number of aquatic sports clubs, public exercise time, lifeguard training, water safety classes, and swim lessons.

**Support  
75%**



**Oppose  
20%**



**Don't know  
5%**



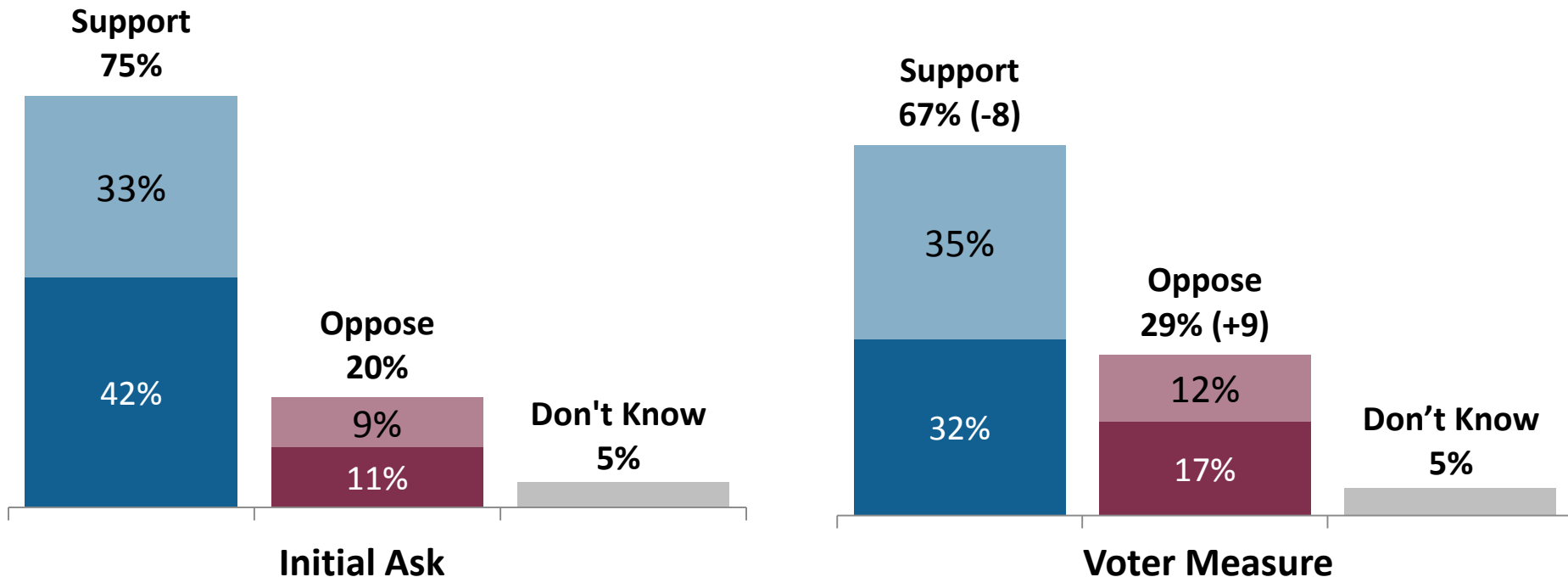
Q7: Knowing this would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose the City developing plans for a new Aquatic, Recreation and Community Center in Kirkland?



# Voter Measure

*When asked in terms of a property tax measure, support still remains high at 67%*

The City of Kirkland would need to present a voter-approved property tax ballot measure to voters in order to fund a new Aquatic, Recreation and Community Center. This measure would provide funds to build a facility that could include a competition and exercise pool, a warm water recreation pool, a gymnasium, fitness rooms and exercise studios, classrooms for arts and education, and community gathering and banquet spaces.

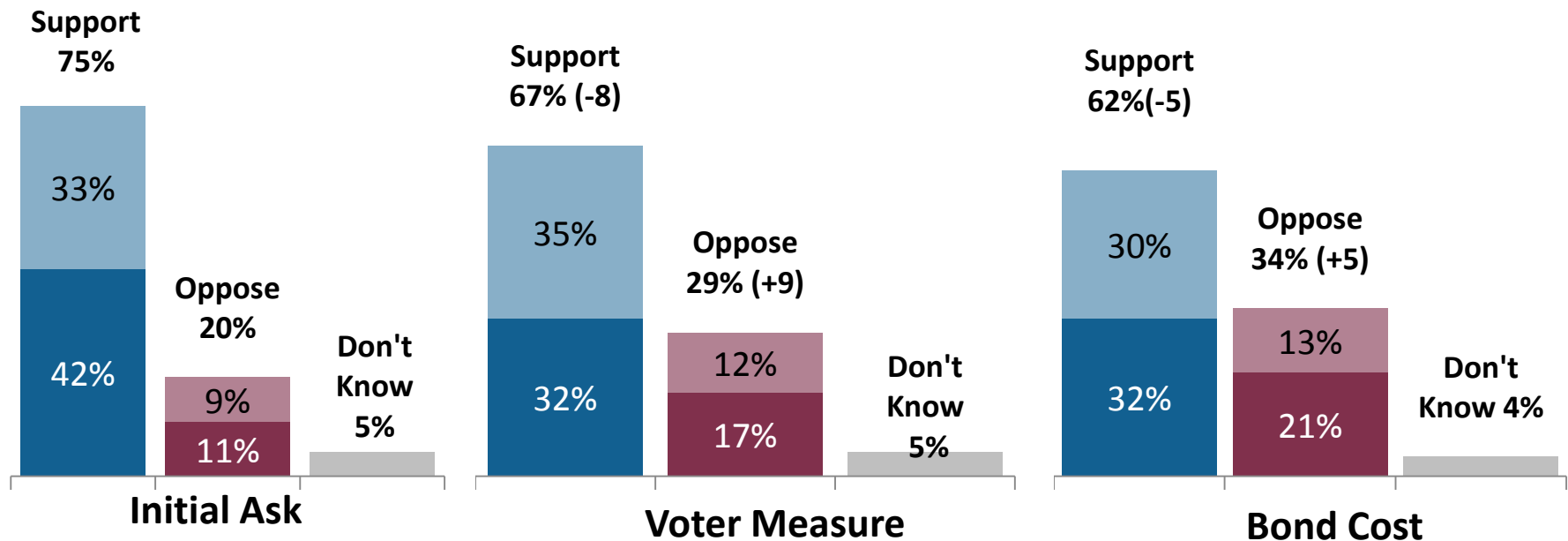


Q8: In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose a Kirkland Aquatic, Recreation and Community Center measure?

# Bond Cost

*After voters hear how much the proposed center would cost to homeowners, support decreases by 5 points, but the number who say they strongly support building a new center holds constant at 32%*

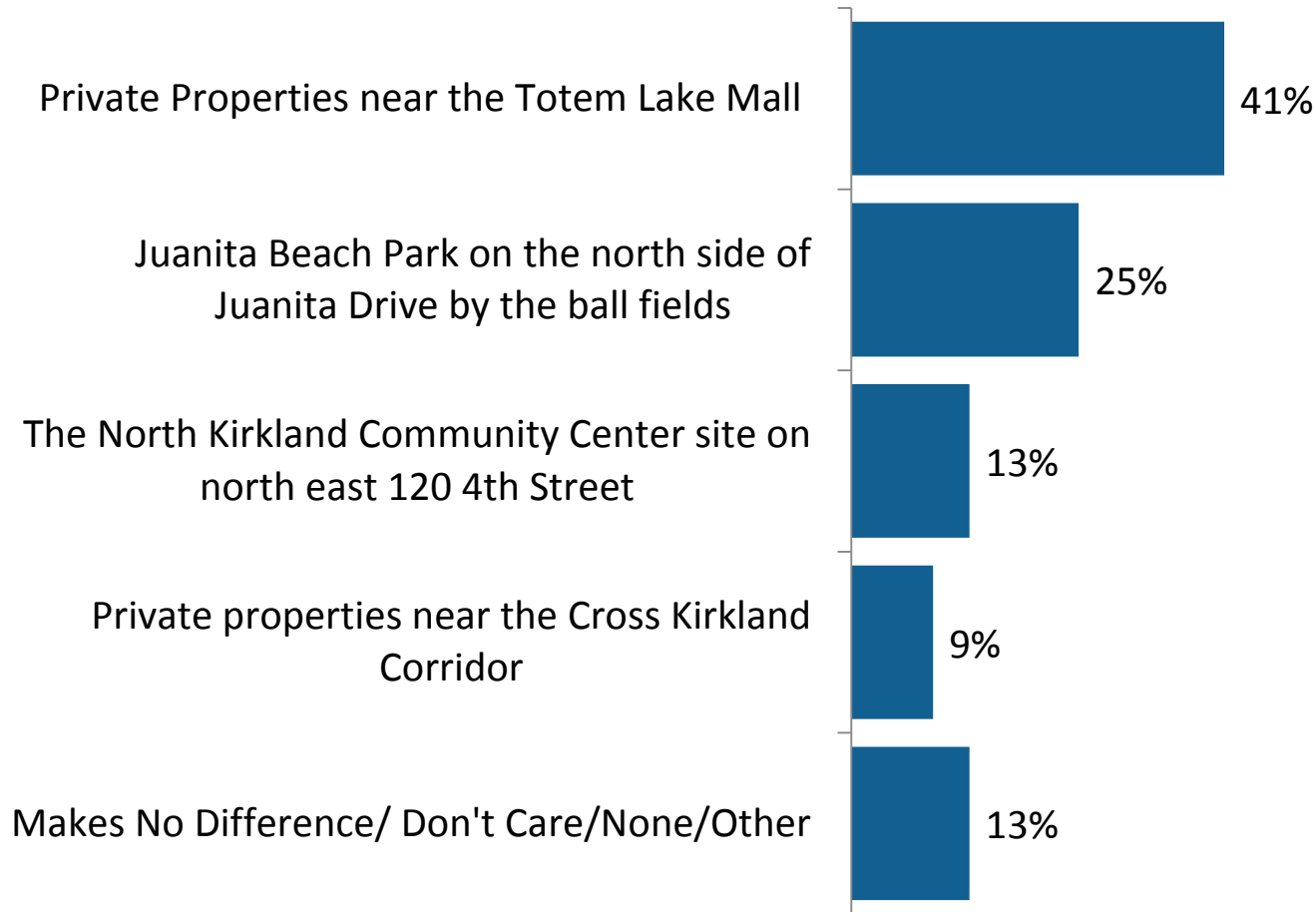
The City of Kirkland estimates the cost to build an Aquatic, Recreation and Community Center on city owned property at \$48 million. If voter approved, the City would likely issue 30 year bonds that would cost the owner of a medium priced home in Kirkland about \$66 per year or about \$5.50 per month.



Q9: Knowing this would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose building an Aquatic, Recreation and Community Center?

# Location Preference

*A plurality of voters (41%) prefer building the new center on private property near Totem Lake Mall; Juanita Beach Park is their second choice*

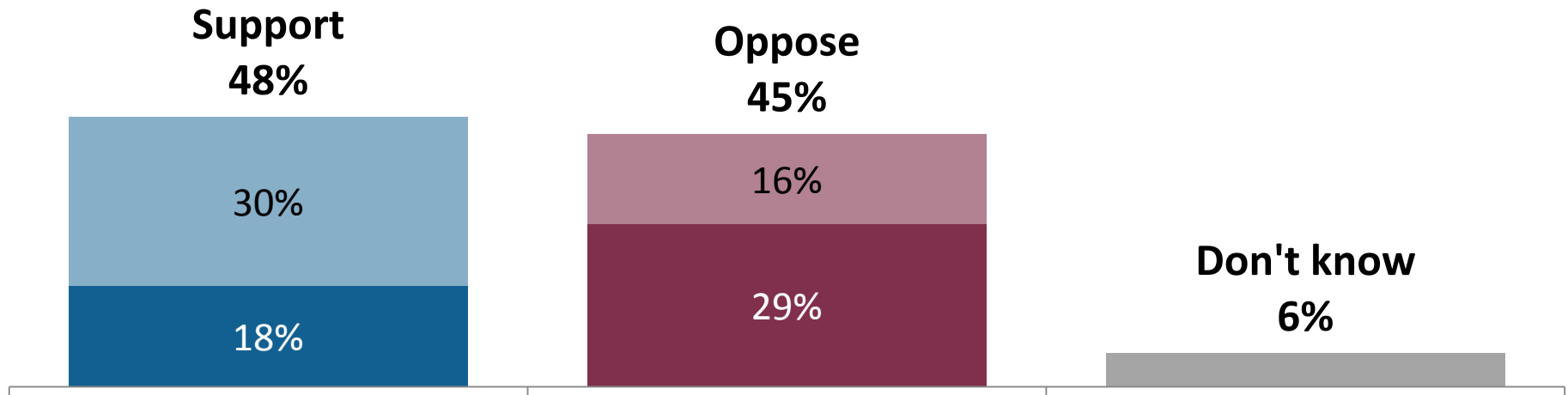


Q10. The City of Kirkland has been evaluating locations for a possible Aquatic Recreation and Community Center Facility and would like your input. The sites currently being considered are:

# Juanita Beach Park Initial Ask

*Voters are split on whether to build the new aquatic center at Juanita Beach Park*

Based on siting criteria and analysis of city owned properties, the north side of Juanita Beach Park by the ball fields is identified as an option to build the Aquatic, Recreation and Community Center Facility.

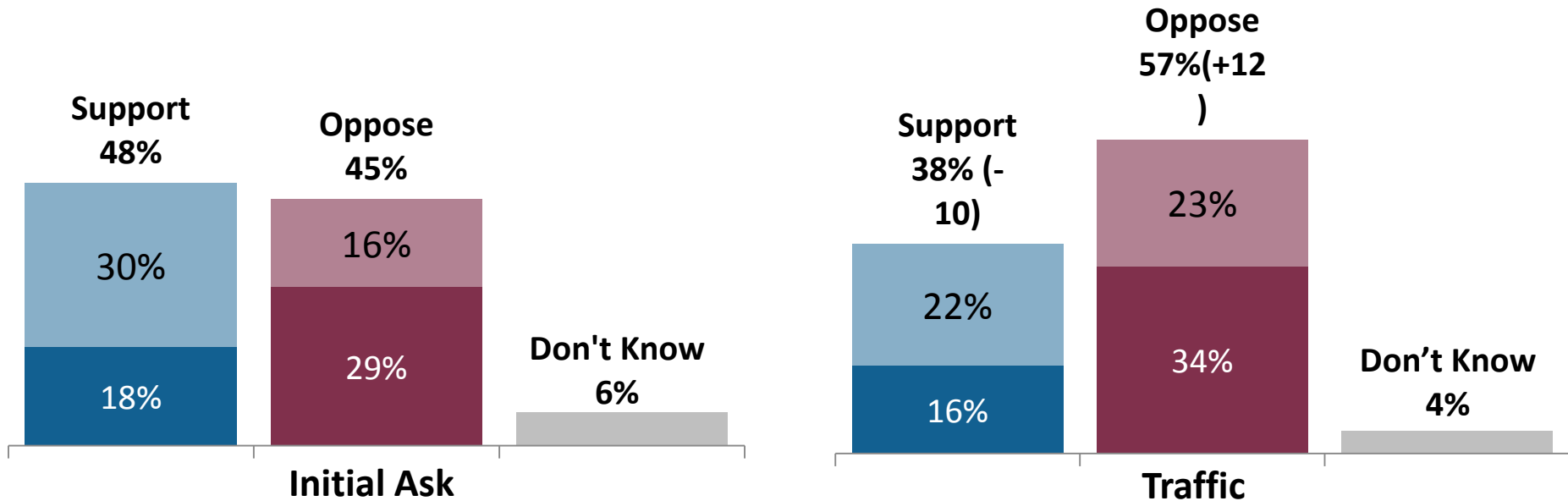


Q11: Would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose building an Aquatic, Recreation and Community Center at Juanita Beach Park?

# Juanita Beach Park - After Traffic Concerns

*After voters hear about traffic concerns, opposition to building at Juanita Beach Park increases by 12 points*

Some have opposed building a facility at the Juanita Beach Park site because of concerns about current traffic congestion in and around Juanita Beach Park. They say that an Aquatic, Recreation and Community Center would make the traffic problem much worse.

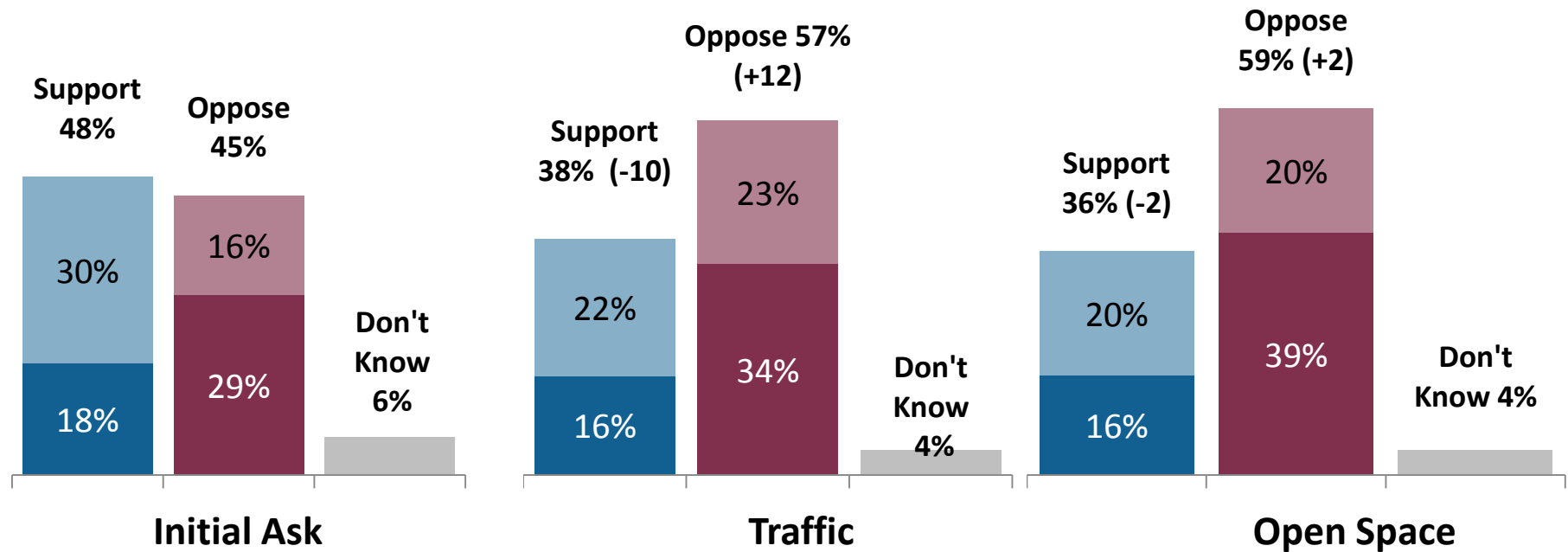


Q12: Knowing this concern would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose building an Aquatic, Recreation and Community Center at Juanita Beach Park?

# Juanita Beach Park - After Open Space Concerns

*After voters hear about open space concerns, opposition to building at Juanita Beach Park increases by another 2 points*

And some have opposed building a facility at the Juanita Beach Park site because they say the open space and trees should not be sacrificed.



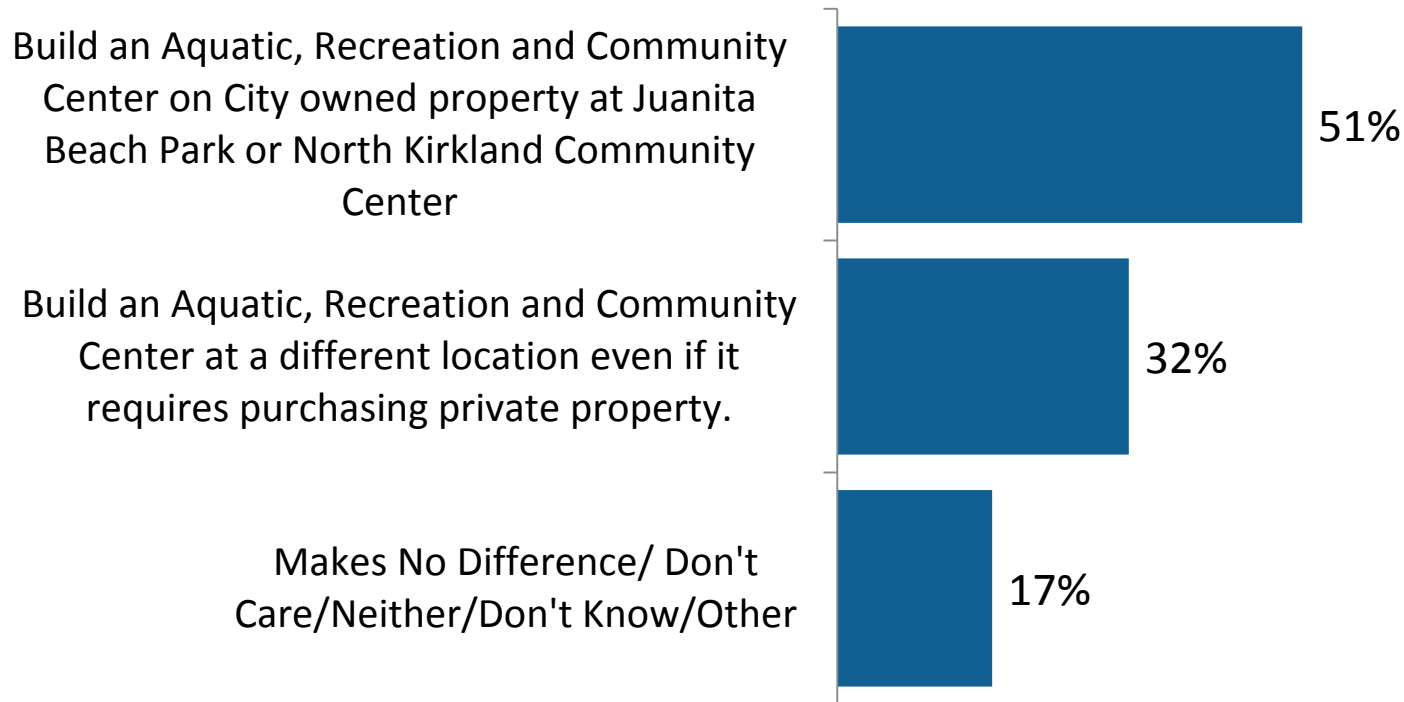
Q13: Knowing this concern would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose building an Aquatic, Recreation and Community Center at Juanita Beach Park?



# Location Preference, After Cost

*After hearing the additional costs of building on private property, over half (51%) prefer building at Juanita Beach Park or North Kirkland Community Center*

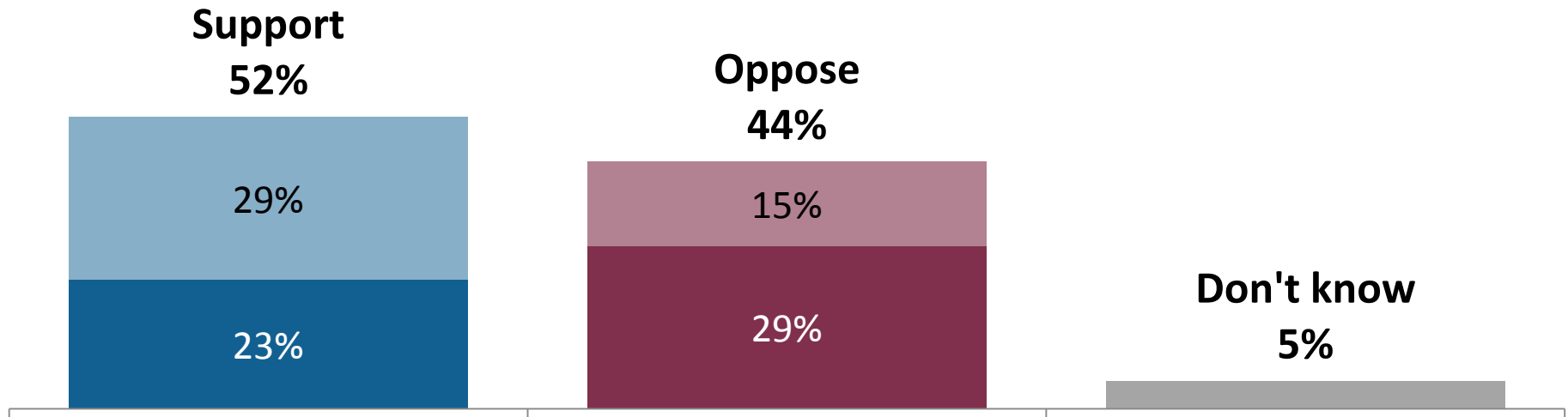
**Purchasing private property may cost an additional \$10 to \$20 million. Knowing this, which would you prefer the City do?**



# Totem Lake Mall

*Even after voters hear about the additional cost of purchasing private land, 52% say they would support building the aquatic center near Totem Lake Mall”*

One potential location suggested is to purchase property in or near Totem Lake Mall. Again it would cost between \$10 and \$20 million more to purchase land to build there.

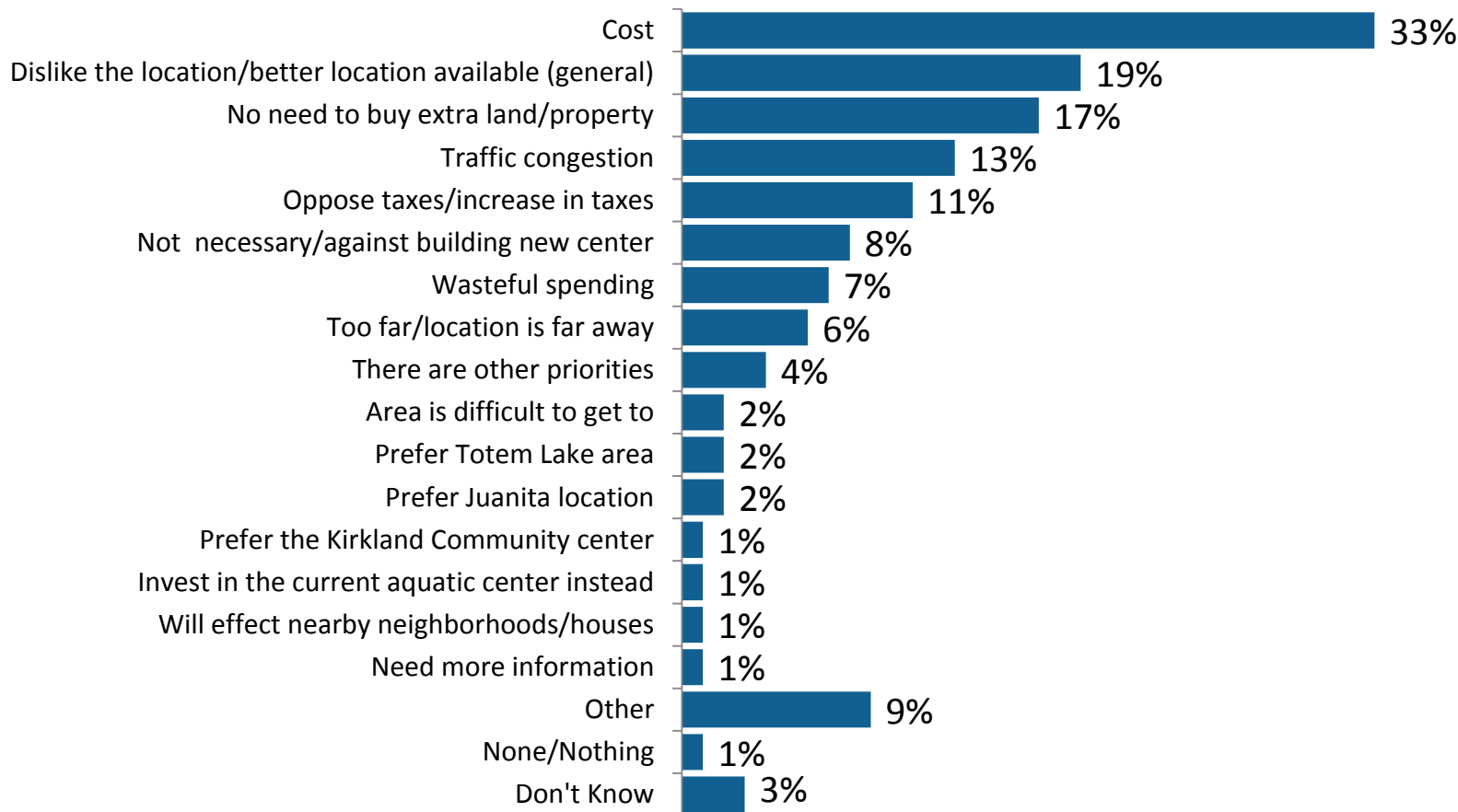


Q15: Knowing this would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose building an Aquatic, Recreation and Community Center in or near Totem Lake Mall?

# Reasons for Opposing Totem Lake Mall

*A third say cost is their reason for opposing the Totem Lake Mall location; another 19% just don't like the location*

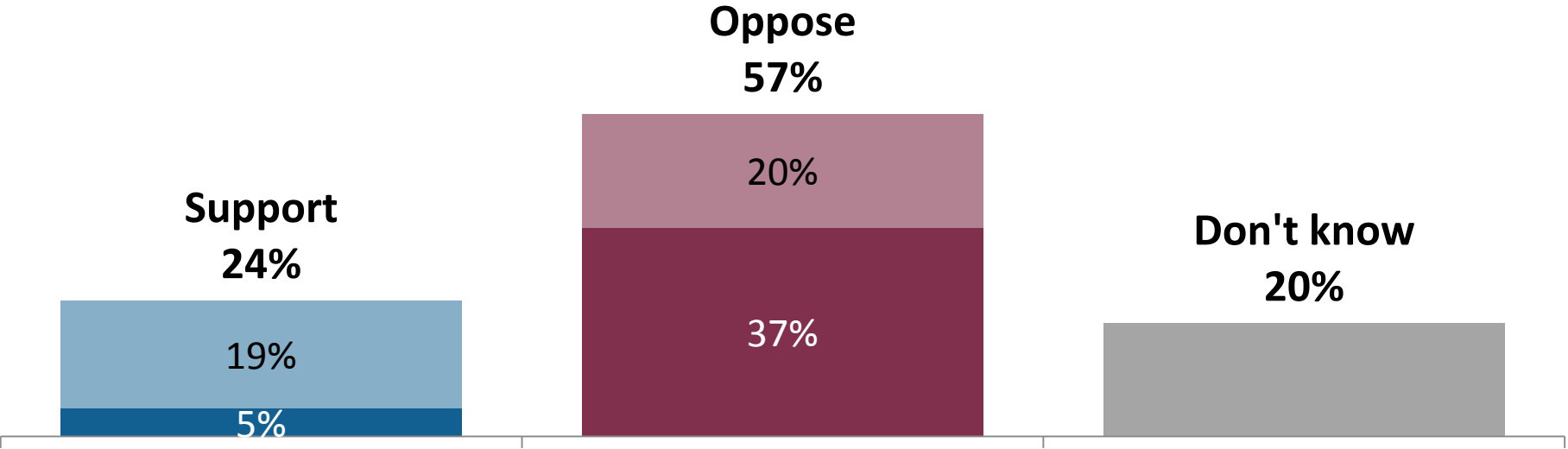
**[Among respondents who opposed Totem Lake Mall plan, n=182]**



# Cross Kirkland Corridor

*Support for building near the Cross Kirkland Corridor is low, with only 24% saying they support it*

And some have suggested purchasing land to build an Aquatic, Recreation and Community Center near the Cross Kirkland Corridor, again it would cost as much as \$20 million more to build.

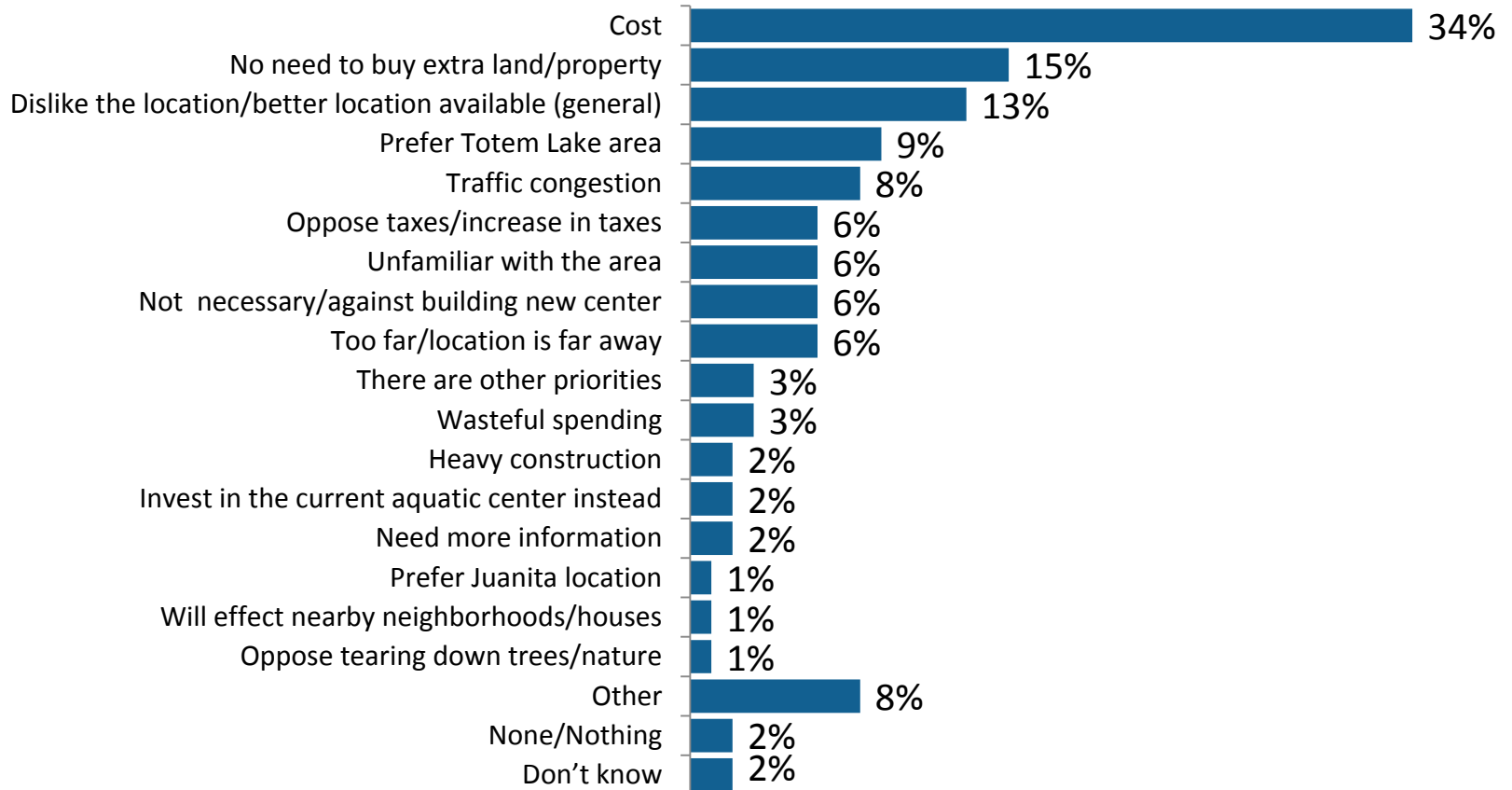


Q17: Knowing this would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose building an Aquatic, Recreation and Community Center near the Cross Kirkland Corridor?

# Reasons for Opposing Cross Kirkland Corridor

*Cost is still voters' top concern with building at the Cross Kirkland Corridor location; 15% say there is no need to buy extra land and 13% say they dislike the location.*

**[Among respondents who opposed Cross Kirkland Corridor plan, n=224]**



# Contact

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Andrew Thibault

[andrew@emcresearch.com](mailto:andrew@emcresearch.com)

206.652.2454

Dominick Martin

[dominick@emcresearch.com](mailto:dominick@emcresearch.com)

206.204.8033